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Harold P. Wimmer
National President and
CEO

January 29, 2020

Commissioner Robert G. Taub, Chairman
Commissioner Michael M Kubayanda, Vice Chairman
Commissioner Mark Acton
Commissioner Ann C. Fisher
Commissioner Ashley E. Poling
Postal Regulatory Commission
901 New York Avenue, NW, Suite 200
Washington, DC 20268

RE: Docket No. RM2017-3

Dear Commissioners:

On behalf of the American Lung Association and the more than 36 million Americans with lung disease that we serve, I am writing to urge you to reconsider your proposal to increase postage rates several times the rate of inflation. These increases – which are estimated to reach seven percent per year – will have a negative impact on the American Lung Association's ability to carry out its mission and will not reform the Postal Service.

Since the launch of the Christmas Seals® campaign 113 years ago – the very first direct mail fundraiser – direct mail has been a crucial component of Lung Association's work. Today, direct mail generates sixteen percent of Lung Association's income from public donations. In 2019, the Lung Association spent more than \$5 million on outgoing postage (primarily at nonprofit rates) and generated over \$500,000 in first class return postage. Fulfilling our mission is critically dependent on our ability to operate and develop resources efficiently and in a cost-effective way.

The American Lung Association is not able to increase our budget to keep pace with postage increases totaling 40 percent over the next five years. Any expense, such as postage, that exceeds our means will result in necessary reductions in our use of mail. Such a reduction will lead to less revenue, limiting our reach and reducing the amount our organization can spend on critical lung health programs and lung disease research funding.

The American Lung Association urges the Postal Regulatory Commission to reconsider its proposal.

Sincerely,

A handwritten signature in black ink that reads "Harold Wimmer".

Harold P. Wimmer
National President and CEO

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